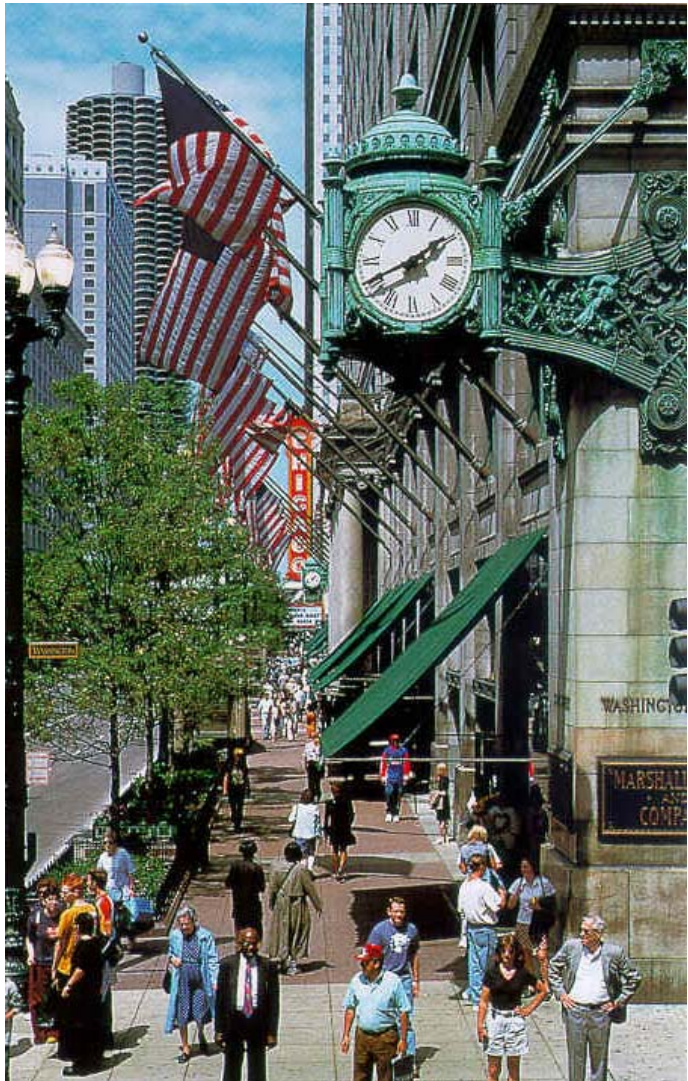
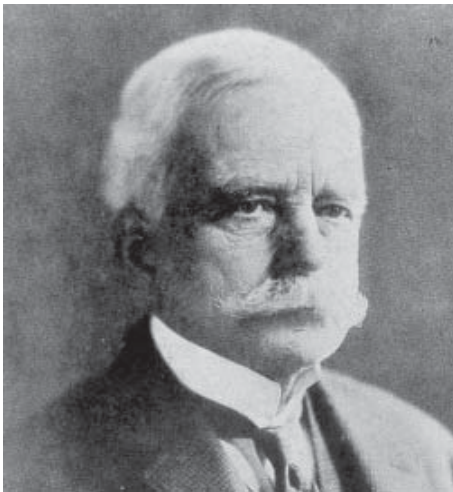


LANDMARK DESIGNATION REPORT



Marshall Field and Company Building

111 North State Street

Preliminary Landmark recommendation approved by
the Commission on Chicago Landmarks, May 6, 2004



CITY OF CHICAGO
Richard M. Daley, Mayor

Department of Planning and Development
Denise M. Casalino, P.E., Commissioner

The Commission on Chicago Landmarks, whose nine members are appointed by the Mayor, was established in 1968 by city ordinance. The Commission is responsible for recommending to the City Council which individual buildings, sites, objects, or districts should be designated as Chicago Landmarks, which protects them by law.

The landmark designation process begins with a staff study and a preliminary summary of information related to the potential designation criteria. The next step is a preliminary vote by the landmarks commission as to whether the proposed landmark is worthy of consideration. This vote not only initiates the formal designation process, but it places the review of city permits for the property under the jurisdiction of the Commission until a final landmark recommendation is acted on by the City Council.

This Landmark Designation Report is subject to possible revision and amendment during the designation process. Only language contained within the designation ordinance adopted by the City Council should be regarded as final.

MARSHALL FIELD AND COMPANY BUILDING

111 NORTH STATE STREET

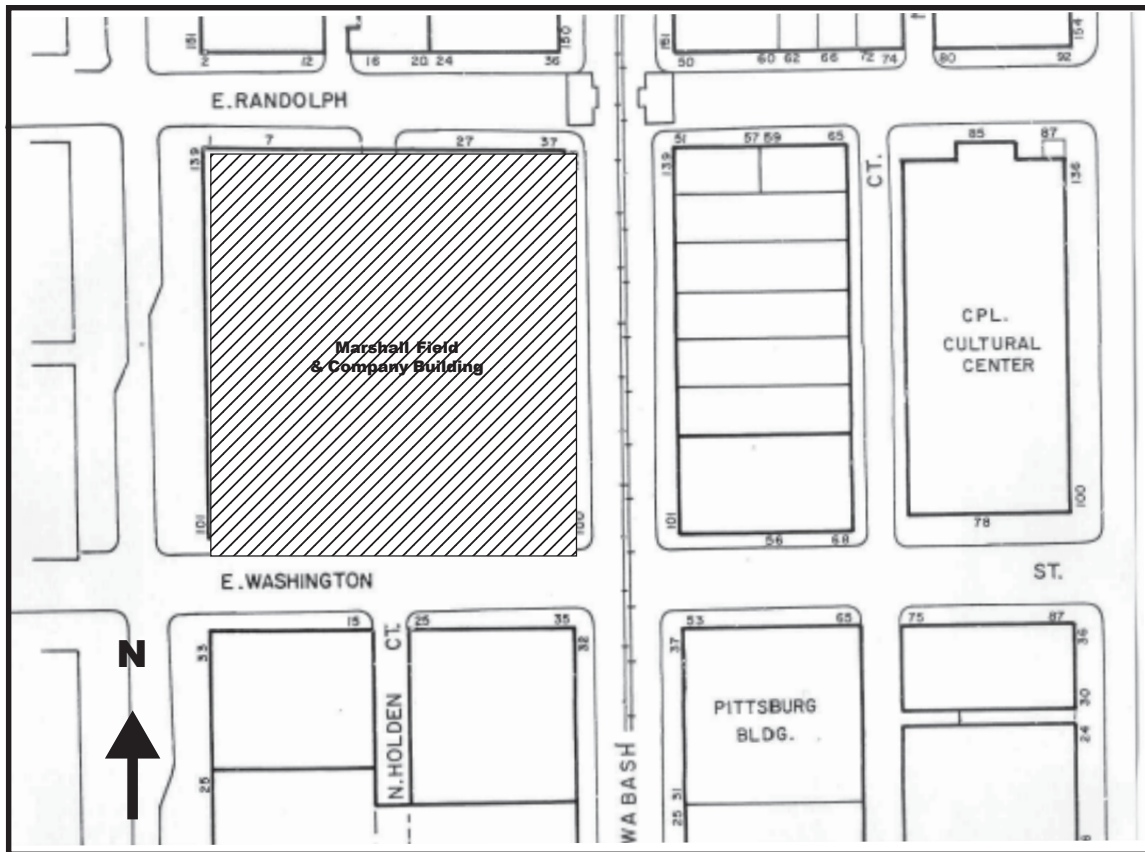
BUILT: **ORIGINAL MARSHALL FIELD ANNEX BUILDING, 1892**
102 N. WABASH AVENUE

STATE STREET/WABASH AVENUE ADDITIONS,
1902, 1906, 1907, 1914

ARCHITECT: **DANIEL H. BURNHAM - Charles B. Atwood, Principal Designer**
(1892)
D.H. BURNHAM AND COMPANY (1902, 1906, 1907)
GRAHAM, BURNHAM AND CO. (1914)

The Marshall Field and Company Building is significant as the long-time flagship department store of Marshall Field and Company, one of Chicago's best-known and oldest businesses. After having created the most successful wholesale dry goods business in the nation, in 1892 Marshall Field set out to create the finest department store in the world. Field commissioned the architectural firm of renowned architect Daniel H. Burnham to design a great retail palace. Over a period of twenty-two years, the store—a grand architectural statement in a city noted for its architecture—would come to command a full city block on State Street between Randolph and Washington streets in the heart of the Loop's historic retail center.

Innovative sales practices, exclusive distribution of luxurious goods, and unparalleled grandeur became synonymous with the great store that bears the name of its visionary founder, Marshall



Above: The complex of buildings that comprise the Marshall Field and Company Building covers the entire downtown city block bounded by State Street, Wabash Avenue, and Washington and Randolph Streets in the heart of the Loop.

Field. At the time of his death in 1906, he was regarded as the leading merchant in America and, by many accounts, the world. Field's vision led to marketing innovations which are now commonly established industry practices such as the "money-back guarantee," the bridal registry, and free delivery service. He is also credited with elevating customer service to an unparalleled level, his now-famous slogan, "Give the Lady What She Wants," stood in stark contrast to the rest of the retail industry that, at the time, operated under the policy of "buyer beware." Today, this commanding Classical Revival-style centerpiece of State Street continues to inspire awe, with its dramatic interiors including a soaring atrium and a frieze glass mosaic dome six stories above the many-pillared main sales floor.

Marshall Field's best-known icon, a pair of Great Clocks, is immediately recognizable to Chicagoans and visitors alike. Celebrated by the noted American artist, Norman Rockwell in 1945 on the cover of the *Saturday Evening Post*, Marshall Field's clocks have become a great Chicago icon and a popular meeting place. The timeless commercial building stands as a monument to the extraordinary vision of one of Chicago's most influential citizens who, through his keen sense of business and social conditions, created one of the greatest department stores in the world.



Above: A contemporary view of the Marshall Field and Company Building from State and Washington Streets.

Right: Norman Rockwell immortalized Marshall Field's Great Clock on this 1945 cover of the *Saturday Evening Post*.



THE ADVENT OF STATE STREET AND THE RISE OF MARSHALL FIELD AND COMPANY

For more than a century, Marshall Field and Company has been considered one of the nation's premiere retail companies. As one of the oldest and most prominent retailers in Chicago, Marshall Field and Company (initially, Field, Palmer & Leiter) has occupied buildings on State Street between Randolph and Washington Streets since 1868 when the street emerged as the retail center of Chicago. Although no buildings remain from the earliest period, the history of the company commemorates the development of State Street. Chicago's great downtown commercial center quickly became, according to historian Neil Harris, "the most concentrated downtown retail section in the country," drawing buyers from the entire Chicago metropolitan area and the Midwest.

In the years following the Civil War, Chicago had grown to a city of more than 150,000. A dry-goods merchant, Potter Palmer, recognized that the rapidly growing city would be best served by the establishment of a specialized district for retail and wholesale commerce. He chose State Street, at the time a muddy street lined with one- and two-frame commercial and residential buildings. Starting in 1867, he bought approximately three-quarters of a mile of real estate along State Street (just south of Lake Street), widened the street and began improving it with finely-detailed, stone-faced commercial buildings of four to six stories in height. Palmer correctly predicted that the intersection of State and Madison, where two important transit routes converged, would become the crossroads of the downtown commercial center. Within three years quality retail concerns relocated to State Street.

In 1868, the northeast corner of State and Washington became the new home for Field, Leiter & Company, the dry-goods merchant house headed by two young ambitious merchants, Marshall Field and Levi Leiter, in partnership with Potter Palmer. Known as the "marble palace," the building was designed by John Van Osdel and financed by Palmer. Standing six stories in height and built in the Second Empire style, the building made a grand impression. Newspaper accounts from the grand opening called the store the most beautiful store in Chicago. "No institution in Chicago, whatever its character," proclaimed the *Chicago Times*, "ever drew so large an assemblage together at opening day." The building was destroyed when the city's entire commercial district was reduced to ruins by the Chicago Fire of 1871.

Within days, the reconstruction began. A week after the fire, Field, Leiter & Co. reopened in temporary quarters in a horsecar barn south of the Loop. Within two years, Chicago rebuilt its downtown and was expanding beyond its former limits. As merchants rebuilt and restocked their stores, State Street quickly reemerged as the retail center of Chicago. Many commercial establishments rebuilt on the same lots, establishing an identity with certain parcels of land that would continue into the twenty-first century. In 1873, Marshall Field and Levi Leiter established a new store in the opulent French Empire style Singer Building located on the same northeast corner where their previous building stood. According to the *Chicago Mail* the Singer Building was a "fitting tribute to the good taste and liberal judgement of Chicago's beauties, who are its patronesses."



Above: Potter Palmer's vision for State Street as Chicago's main shopping street had begun to take shape in this c.1870 photo. Below: Field, Leiter & Co. set a sophisticated tone for the architecture of the street when the store's "marble palace" was constructed in 1868 on the northeast corner of State and Washington streets.



By 1874, State Street's position as Chicago's premiere retail street was secure. The *Improved Business Directory of Chicago on the London Plan*, published in 1874, said about State Street, "This is one of the most important business streets in Chicago. On it are found some of the largest and most elegant stores, containing as fine an assortment of goods as can be found in any city on any continent." Another fire destroyed the Singer Building in 1877, and the firm relocated, first to East Adams Street and then to 133-155 South Wabash. The second Singer Building designed by architect E.S. Jennison was constructed on the site of the original. This building remained the main building of the growing Marshall Field & Co. (as the store was named in 1881) until it was razed in 1906.

Dry-goods merchants like Marshall Field & Company responded to shifts in land values along State Street during the 1880s by moving their wholesale operations, traditionally associated physically with retail, to a separate, less expensive wholesale district along Wells, Franklin and Market Streets. The rapid growth of urban markets in the 1880s made retailing more profitable than wholesaling, and merchants shifted the focus of their operations and State Street stores began to cater exclusively to retail shoppers. Through his business acumen and innovative merchandising practices, Marshall Field transformed his dry goods concern into one of the first major American department stores by expanding it in both size and breadth of goods offered.

Retailers touted the department store as the ultimate convenience—the place where customers could find everything under one roof. Chicago department stores began to offer more comforts and services to their clients to attract larger numbers of women customers. Stores were constructed with spacious open floor plans featuring permeable dividers between "departments" to showcase the vast array of goods and services available. Observers of the period marveled at the sheer size of the department store and the wide variety of merchandise offered by them. Modeled after French emporia such as the Bon Marche, large retailers transformed State Street into a nexus of retail activity lined with retail "palaces" supported by the latest building technology.

The World's Columbian Exposition of 1893 was a galvanizing influence on Chicago commerce, culture and architecture. It elevated the City's reputation within the United States and abroad, bringing thousands to Chicago to marvel both at the fair and at the city that had risen up from the ashes a generation before. In anticipation of the influx of visitors, Marshall Field commissioned Daniel Burnham, the fair's Chief Architect, to create the distinctive Italian Renaissance building located at the northwest corner of Wabash and Washington Streets. Designed by Charles Atwood, the building was modeled on the Palazzo Medici-Riccardi in Florence.

Originally known as the Marshall Field Annex Building and now a portion of the block-square Marshall Field and Company Building, the Annex opened in a lavish celebration on August 7, 1893, just over three months after the opening ceremonies of the exhibition. The Annex Building became an advertisement for Marshall Field's store and it foreshadowed the emergence of a new idiom of Chicago commercial architecture encouraged by the fair. The fair's image, that of a beautifully planned, serene "White City," was seductive to visitors and residents alike. As Marshall Field anticipated, his Annex Building captivated customers and



Above: A Field and Leiter advertisement for the fashions of the day from the *Chicago Magazine* of 1871.

Above left: The Chicago Fire of 1871 devastated Field, Leiter & Co. and the city's entire commercial district. A week after the fire, the company reopened for business in temporary quarters south of the Loop.

Left: Field & Leiter's State Street store was replaced by another Second Empire-style emporium completed in 1873. The building, which housed Field & Leiter's store, was known as the Singer Building because it was owned by the sewing machine company of the same name. Another fire took the Singer Building in 1877.

Lower left: By 1879, the second Singer Building was constructed on State and Washington Streets, modeled largely after the earlier versions.



Above left: Daniel H. Burnham (second from the left) and Charles B. Atwood (far right) in front of the World's Columbian Exposition Buildings. Burnham served as the fair's chief of construction and Atwood, his associate, was the principal designer.



Above right: The image of the fair as a serene "White City" encouraged a new visual style of Classicism for Chicago commercial architecture.

Right: In 1892, Marshall Field commissioned Daniel Burnham to create a distinctive annex to the second Singer Building. Atwood is credited with the design of the Italian Renaissance-style Marshall Field Annex Building.



linked his department store to the fair both economically and aesthetically. In the years after the world's fair, many retailers followed Field's lead and rebuilt their stores and office buildings to reflect the grandeur of the fair.

Department stores extended their conveniences to out-of-town fair visitors both as a way to attract new patrons and as a public service. Marshall Field's store invited world's fair visitors to take advantage of the store's reception rooms and offered free information about the fair and the city. In addition to courteous service, Field's retail store featured guides who spoke German, French, Spanish, and Italian to act as interpreters for foreign shoppers and to give tours of the store and its facilities.

State Street saw its greatest growth in the years from 1890 to World War I, this period coincided with the four expansions to the Marshall Field and Company Building which was critical in establishing the distinctive visual character that the block-square department store continues to possess today. During this time, seven department stores, known as the "Seven Sisters," dominated State Street, both physically and economically. These stores—Marshall Field and Company, the Fair Store, Second Leiter, Mandel Brothers, Carson, Pirie, Scott and Company, the Boston Store and A.M. Rothschild and Company—became retail "anchors" for the larger shopping district.

The commercial strength and vitality of the State Street retail district mirrored that of Chicago itself, growing rapidly in the late nineteenth century to challenge New York as America's leading city. The downtown department stores cut across the economic strata and filled State Street with shoppers. Marshall Field and Company, in its grandly scaled department store complex, catered to Chicago's economic elite. Other department stores on State Street, including the Boston Store, A.M. Rothschild, the Fair Store, and Siegel, Cooper and Company, strove to bring the glories of mass merchandising to Chicago's growing middle class. During the nineteenth and early twentieth century this retail district was widely known and praised for the comprehensive character of its department stores and for the contribution they made to Chicago's economy.

MARSHALL FIELD

The role that Marshall Field played in the development of mass retailing in Chicago cannot be overstated. At the turn of the century Field's firm, according to historian Robert Twyman, "was the largest importer in the United States," and "was at one and the same time the largest single distributor in America." So immense was his power that when he died in 1906, he was regarded as the leading merchant in America and very likely the world. Known in his day as the "Merchant Prince," Field not only created the most successful wholesale dry goods business in existence, but he was also deeply influential in other businesses that established Chicago both as the rail hub of the nation and the financial center of America's westward expansion. His life closely paralleled the development of the city that he was so instrumental in promoting. In recognition of Field's contributions, his statue has been placed in the retailing Hall of Fame at the Chicago Merchandise Mart.

Marshall Field was born on a farm in Conway, Massachusetts, on September 18, 1834. He began working for a dry goods store in Pittsfield, Massachusetts, but soon became inspired to move West and make a name for himself. In 1856, at the age of twenty-two, Field moved to Chicago and began working at the wholesale firm of Cooley, Wadsworth and Company as a clerk. The firm, which was owned by Potter Palmer, was one of the finest of the era. John Farwell, his employer observed that the young Field had “a merchant’s instinct” that drove him to work hard and learn the business. He was quickly promoted to junior partner, where he was in charge of sales and credit, and later was promoted to full partner.

In 1868 the store, now called Field, Leiter & Company, opened its new headquarters at State and Washington, to much fanfare. The company catered to the cosmopolitan sensibilities of urban women by offering them fine clothing imported from Europe and advertising in publications such as the *Chicago Magazine of Fashion*. Marshall Field’s motto, “Give the lady what she wants,” referred to unique merchandise such as luxurious apparel, linen handkerchiefs, and French-made Alexandre kid gloves, of which the store was the sole United States distributor. To stay on top of the latest trends, and be the first retailer in Chicago to offer new fashions, Field established a permanent European buying office in Manchester, England in 1869.

Marshall Field bought out Leiter in 1879, and in 1881 the firm became known as Marshall Field and Company. Leiter and Field’s relationship had suffered over the course of their long partnership, and as Leiter became more focused on the wholesale end of the business, Field enthusiastically embraced the retail side, as he always had. Field’s junior partners gladly stayed with him at the new company and by 1891 the business was worth in excess of \$34 million, reflecting Field’s successful business policies and hard-working attitude.

Field’s vision led to marketing innovations which are now commonly established industry practices such as the “money-back guarantee,” the bridal registry, and free delivery service. Customer service was also paramount in Field’s retail operation, store clerks were instructed to be attentive, efficient, and well-mannered and to never pressure a shopper to make a purchase. Additionally, Marshall Field and Company was one of the first retail establishments to employ female clerks. Field’s success was so immense that, in his day he was often referred to as the “Merchant Prince,” which reflected his status as the leading merchant in America.

Much of Marshall Field’s success is credited to his tremendous ability to identify business talent. Two proteges of Field included John G. Shedd, who rose through the company and ultimately became its president, and Harry Gordon Selfridge, who started as a stock boy and eventually transformed the dry goods concern into a true department store. Against Field’s objections, Selfridge convinced Marshall Field to open a tearoom in the store in 1890. Lounges, a library, and a nursery followed as Selfridge sought to make the Marshall Field and Company’s State Street store a welcoming and comfortable place for ladies to spend their afternoons.

Field enjoyed the luxuries that his wealth afforded him, but was less ostentatious than his counterparts such as Potter Palmer. His office was modest in comparison to his worth, and his carriages were respectable, rather than lavish. He would ride one of his carriages to work each



Known as the “Merchant Prince,” Marshall Field (above left) was the most significant individual Chicago merchant of his day and was the leading merchant in America. His extraordinary vision and instinct that lead to many marketing innovations. His motto, “Give the lady what she wants,” made his store synonymous with the finest customer service. Under Field’s direction, Marshall Field and Company became distinguished for its unique luxury merchandise (above), free delivery service (left), and courteous store clerks.



morning, stopping about six blocks short of his store, where he would continue down Michigan Avenue to Washington Street on foot, where he would be greeted at the store by its official greeter.

Field, his wife Nannie, and their two children Marshall II and Ethel lived on elegant Prairie Avenue, home to Chicago's elite class. Their home, designed in 1876 by New York architect Richard Morris Hunt, was a grand red brick Second Empire mansion. The family would travel to Europe on the White Star liner "Baltic," where they had their own "Field Suite." Nannie was in poor health, and her condition took its toll on Field. In 1892 Nannie left for the south of France, where she died a few years later. Early in 1906 Field himself would die, a victim to pneumonia following a New Year's Day game of golf in the snow. During his last weeks he still worked, meeting with Ernest Graham planning the Field Museum, and traveling to New York, where he eventually perished.

In addition to his drive that put him at the top of the retail trade, Field invested in real estate, railroad, and industrial corporations. These investments, along with his retail business, made him one of the wealthiest men in the world. Field's legacy lives on in his many philanthropic endeavors. He donated money to the University of Chicago to build the athletic field that was first referred to as "Marshall Field" and would later become known as Stagg Field. He also donated \$1 million to fund the Field Museum of Natural History in 1893, which was founded at the World's Columbian Exposition and later moved to its present location in 1921.

DEPARTMENT STORE BUILDINGS AND THE CHICAGO STYLE

In the boom years of department store development in Chicago, from 1890 to World War I, Marshall Field and other retailers along State Street responded to the increased demand for goods and services by building larger buildings and utilizing the latest building technologies. A number of technological improvements, including steel-frame construction, electric lighting, electric safety elevators, and architectural terra-cotta cladding allowed architects to build taller, wider department stores. As they developed during these years, department store buildings became one of the most significant commercial building types in Chicago. Technological advances in construction and the evolving consumer society in Chicago paved the way for the success of these massive retail establishments.

These new building technologies were instrumental in the creation of the Chicago style, with its clear expression of underlying structure and characteristic tripartite window configurations. New technology also allowed for building scale to change dramatically. Instead of four- to six-story buildings clad in limestone or red brick, State Street became redeveloped with eight- to 17-story department store buildings. D.H. Burnham and Company (architects of the Marshall Field and Company), Holabird and Roche, and Louis Sullivan were important architects in refining this style.

Facades generally retained the division between ground-floor storefronts and upper-floor regularity of window openings punched through masonry walls. However, the use of steel-



Field's philanthropic endeavors including funding the construction of the Field Museum of Natural History (above) and the University of Chicago's Stagg Field (left), originally known as Marshall Field.

Marshall Field played an enormous role in the development of mass retailing. Field's State Street store (seen below in 1909) was once the largest department store in the nation.



frame construction allowed greater transparency of these facades. Storefronts became expanses of glass set between widely spaced building piers. Upper-floor windows also tended to fill the structural bays between piers, allowing greater light and air to penetrate building interiors. The resulting facades have a “grid-like” appearance that more clearly reveals the underlying steel-frame skeleton of buildings.

Horizontal facade elements such as projecting string courses were diminished or eliminated in favor of a more vertical emphasis of facades through the slight projection of vertical piers and slight recession of spandrels. Ornamentation typically was limited to storefronts, building entrances and rooflines.

Innovations in elevator design and lighting also played roles in the creation of the department store. Although in existence since the 1850s, elevators were not considered practical or safe for commercial use until the invention of electric safety elevators. First used in Chicago around 1886, this kind of elevator soon became the standard feature of buildings. The use of electric lights for display purposes produced an enchanted fairyland atmosphere. In addition, the ready availability of electricity in the Loop by the 1890s allowed department stores to build with larger, more efficient floor plates, creating what seemed like acres of floor space to contemporary observers. Thus, department stores in Chicago developed as havens from the city streets, and by offering comfortable surroundings and a chance to bask in luxury, they introduced a new style of consumption that became an integral part of the urban experience.

BUILDING CONSTRUCTION AND DESCRIPTION

The Marshall Field and Company Building is a visually dominant complex covering the entire city block bounded by State Street, Wabash Avenue, Randolph Street, and Washington Street. The oldest section of the complex, the original Marshall Field Annex, at the corner of Washington and Wabash, was constructed in 1892. This nine-story, stone and terra-cotta-clad department store-professional office building was designed in the Italian Renaissance style by D.H. Burnham in partnership with Charles Atwood. It was built as an annex to the then-existing main store, built in 1878, which stood just west, at the corner of State and Washington Streets. The Annex Building has the appearance of a Renaissance urban *palazzo*. In general, windows are spread evenly across the rusticated stone and terra-cotta facade. Its three-story base is constructed of granite. The first floor combines large storefronts and second-floor windows, including some round-arched windows on each corner of the second floor. Wide rusticated piers separate these windows, as well as third-floor windows, each have a double-hung sash, and are grouped in pairs. Round arches at the corners of the facade originally served as entrances to the store and offices.

The three stories above the base are clad with rusticated terra cotta. The middle three bays of each facade are filled with windows grouped in threes and accented with transoms and simple pediments, set within three-story round arches. Pairs of double-hung sash windows comprise the remainder of this section's windows. The top three floors of white-grey brick and terra



The Marshall Field Annex Building (right) opened in a lavish celebration on August 7, 1893. Charles Atwood, modeled his design of the building on the Palazzo Medici-Riccardi in Florence (left). Today, the Marshall Field Annex Building at the corner of Washington Street and Wabash Avenue (below) is now a portion of the block-square Marshall Field and Company Building.



cotta form a visual unit with small double-hung sash windows spread evenly across the facade. Piers between windows on the top floor are accented with decorative panels. A wide, overhanging cornice visually emphasizes the building's roofline.

The noble Renaissance form and decoration of the building, reminiscent not only of the palaces of Italy but also of the monumental public buildings of Paris and the great commercial buildings of New York, is supported by a steel "skyscraper" frame. The Florentine character of the Annex Building stands in distinct visual contrast to later sections of the Marshall Field and Company Building.

The remainder of the Marshall Field and Company Building, built in four stages between 1902 and 1914, rises thirteen stories and reflects a coherent design vision. These sections were designed by D.H. Burnham and Company in the Chicago style, with Classical Revival-style details. Clad with gray granite, these sections were built over a little more than a decade to allow retail operations to continue to serve customers as the store was rebuilt and expanded. In 1902 the North State Street section of the building was completed. Two years later work began on the portion of the building connecting the 1892 Annex to the State Street section. Shortly before his death in 1906, Marshall Field approved the demolition of the second Singer Building (at the corner of State and Washington). The following year, the south State Street addition was completed and the overall floor space of the store measured nearly 35 acres making Marshall Field's the world's largest department store at that time. Finally, in 1914, the north Wabash addition to the building was completed. The gigantic edifice fulfilled a building program planned by Field himself as part of an effort to put increased emphasis on retail operations.

With the exception of the Annex Building, the Marshall Field and Company store was designed in the Classical Revival style. The later additions follow the traditional division of a building into base, shaft, and top. The first two stories of the base form a visual unit of large plate-glass storefronts and windows, framed by granite piers. On the State Street side of the store is an elaborate portico featuring four Ionic columns of marble set on granite pedestals and capped with a deck with plain entablature and carved marble balustrades. Granite spandrels with recessed panels separate the first and second stories. The central entrance on State is defined by two-story columns supporting a projecting section of the secondary cornice separating the second and third floors.

Two large bronze clocks with intricate foliate ornament embellish the State-Randolph and State-Washington corners. The distinctive visual icon was established when the first clock was mounted in the second Singer Building in 1897. The clock served to encourage promptness when Marshall Field discovered that the corner of State and Washington streets had become a meeting place. A new clock was cast in 1907 for the opening of the south State Street store, and the second one was later mounted at the opposite end of the building at State and Randolph Streets.

The building's "shaft" is comprised of stories four through ten. The upper floors are faced with smooth granite and Chicago-style windows form a regular grid, recessed between slightly



After the thirteen-story North State Street section of the building was completed in 1902, the Singer Building (above) was renovated. In 1906, however, Marshall Field authorized the demolition of the older Singer Building in favor of a new store building along State Street. In 1907, D.H. Burnham & Co. completed the South State Street portion of the store (left).

As it exists today, the Marshall Field and Company Building was completed in 1914. The building's North and South State Street additions and North Wabash additions reflect a coherent design vision and employ the Chicago style, with Classical Revival style details. A historic postcard shows the building complex after its completion (below).





The building contains several important interiors, including the North State Street atrium (right), the Tiffany-domed atrium (left), and the Walnut Room (seen below in a photo from 1909).



projecting stone piers. Wide stone piers frame each corner of the building, rising up through the facade to the building's roofline. A secondary cornice separates the top two floors, lighted by similar windows. In 1947 the elaborate cornice that capped the structure was removed.

The Marshall Field and Company Building contains several significant interior features. Two of the most striking are the atria located in the north and south State Street sections of the store. Noteworthy for its scale and detailing, the north atrium rises through the height of the building to a glass skylight in the roof. The atrium features open balconies with wood banisters and iron railings (balconies above the ninth floor have been infilled with windows). This soaring space resembles a courtyard and features steel and plaster Corinthian columns at each level. Pilasters ornamented with Classical decoration surround the courtyard of the south State atrium. Six stories above the main sales floor in the south State portion of the store is an impressive decorative dome designed by the renowned artisan Louis Comfort Tiffany. Covering an area of 6,000 square feet, the dome is the largest glass mosaic with an unbroken surface in the United States. According to historic accounts, fifty men worked one and one-half years to install the nearly 1.6 million pieces of glass in the mosaic. It was unveiled to the public in 1907 when this section of the store was complete.

The first floor sales areas in the State Street and 1914 Wabash Avenue sections of the building include columns with elaborate Corinthian capitals. According to historian Jay Pridmore, the store's central aisle has been described as resembling the "many pillared hall of the Madura temple in South India." Two historic staircases, both located on the first floor, remain. A Classical-style cast iron staircase, leading from the first floor to the lower level in the Annex Building, was recently restored. The other, a fine white marble staircase in the south State Street portion of the building, features a gentle sweep that rises to an elegant landing.

One of the building's most enduring elements, the Walnut Room, is a gracious multi-story space featuring original walnut paneling. The legendary dining room on the seventh floor, named for its Circassian walnut paneling, opened in 1907 in the south State portion of the building. The restaurant is comprised of a central dining room (originally the Tea Room) and a single story auxiliary space. In addition to the volume of the space, the Walnut Room's architectural features and finishes include, but are not limited to, paneling, wainscoting, medallions inset in pilasters surrounding the central space and the coffered ceilings in the auxiliary space.

ARCHITECTS D.H. BURNHAM AND COMPANY

At the time of the construction of the State Street sections of the Marshall Field and Company Building, D.H. Burnham and Company was arguably the most successful architectural office in Chicago, employing around 180 architects and draftsmen. Founded and managed by **Daniel H. Burnham (1846-1912)**, it was the first Chicago architectural office to have a substantial nationwide practice, with branch offices in New York and San Francisco and important buildings constructed in cities throughout the United States including Boston, Los Angeles, Minneapolis and New Orleans. More than 220 buildings were designed by D.H. Burnham & Co. between 1892 and 1912, the year Burnham died. At his death, Burnham was eulogized in

In addition to the Marshall Field and Company Building, D.H. Burnham (below) and his associates designed several other significant Chicago commercial buildings including the Reliance Building (base 1890, upper stories 1894-95) which stands at the southwest corner of Washinton and State Street, across the street from Field's.



the *Architectural Record* as “one of the foremost architects and one of the greatest citizens of America.” President William Howard Taft called him “one of the foremost architects of the world.”

Burnham’s earlier firm, Burnham & Root, had achieved local success in the 1880s and early 1890s with such landmarks as the Rookery and the Monadnock Buildings. Burnham then became a national figure in his role as Director of Works for the 1893 World’s Columbian Exposition, where he supervised scores of architects and workmen in the construction of Chicago’s first world’s fair. His fame spread as he drew inspiration from the grandly formal Classicism of the fair grounds for the City Beautiful plans for cities including Cleveland, San Francisco and Washington D.C. His 1909 *Plan of Chicago* called for a continuous park along the Lake Michigan shore and inspired the creation of Grant Park, the extension northward of Michigan Avenue and the construction of the Michigan Avenue Bridge and Wacker Drive.

Burnham was noted for his ability to recognize design talent. One of the architects upon whom he relied was **Charles B. Atwood (1849-1895)**, who supervised the design of many of the firm’s most notable commercial buildings including the Marshall Field and Company Annex Building, and such major designs as the Reliance Building, and the Fisher Building. The Annex was designed in the spring of 1892 and completed in August 1893. It was the first building designed in Burnham’s private practice by Charles Atwood, whose principal occupation since joining in the firm in spring of 1891 had been chief architect of the fair. Atwood made a striking debut by designing of the Fine Arts Building (today, the Museum of Science and Industry) in about a month’s time. So significant was the Fine Arts Building in the context of the fair, that it was quickly recognized as one of the finest structures of the exposition and it became the symbol of the “White City” for many visitors.

Atwood was both a gifted architect and a tragic figure. Born in 1849, he joined an architectural firm at the age of sixteen in order to learn the profession. By the time he joined Burnham’s firm, he had practiced for nearly twenty-five years, designed a number of buildings in New York and New England, and had won several important competitions. With Atwood’s design for the Reliance Building, the firm initiated an era of steel-framed towers clad in white or gold terra cotta. He was comfortable with the vocabulary of classical forms that would become the basis for Burnham’s Plan of Chicago. Despite the success of his work and Burnham’s personal admiration for his abilities, Atwood was fired by Burnham in late 1895 for absenteeism and general lack of productivity. He died nine days later at the age of forty-six.

In addition to designing the Annex Building, Burnham’s firm designed the remainder of the Marshall Field and Company Building in four segments during the years 1902 to 1914. These later sections of the building, like many of D.H. Burnham and Company’s grandest buildings were inspired by the Beaux-Arts Classicism of the City Beautiful movement. Classicism was the architectural style favored for public and commercial buildings in the early 1900s and D.H. Burnham & Co.’s design for the later sections of the Marshall Field and Company Building reflects this taste with a straightforward use of monumental columns and other Classical decoration.

LATER HISTORY

In the years after the completion of the Marshall Field and Company Building, the company undertook the construction of the Marshall Field's Store for Men on Washington and Wabash, directly across from the Annex Building. The store was designed by Graham, Anderson, Probst and White, successor firm to D.H. Burnham & Co., was completed in 1914. Marshall Field's monumental industry also sparked the construction of one of Chicago's most impressive buildings—the Merchandise Mart. Designed by Graham, Anderson, Probst and White, the Mart was commissioned in an effort to revive Field's wholesale business. The building was completed in 1930 and encompassed 4.2 million square feet. When Marshall Field and Company discontinued its wholesale operations, it sold the Merchandise Mart in 1945.

Marshall Field and Company is no longer owned by the Field family. In 1990 Marshall Field's was acquired by the Dayton Hudson Corporation, and the merger of Dayton Hudson and Target in 2001 resulted in the formation of the Target Corporation.

The Marshall Field and Company Building has been recognized for its exceptional architectural significance. It was color-coded “red,” the category of the highest significance, in the Chicago Historic Resources Survey and was listed as a National Historic Landmark in 1978. It also has been featured in a number of books on Chicago architecture, including the *AIA Guide to Chicago*, *Chicago In and Around the Loop: Walking Tours of Architecture and History*, and *Marshall Field's: A Building Book From the Chicago Architecture Foundation*.

CRITERIA FOR DESIGNATION

According to the Municipal Code of Chicago (Sect. 2 120 620 and 630), the Commission on Chicago Landmarks has the authority to make a preliminary recommendation of landmark designation for a building, structure, object, or district if the Commission determines it meets two or more of the stated “criteria for landmark designation,” as well as possesses a significant degree of its historic design integrity.

The following should be considered by the Commission on Chicago Landmarks in determining whether to recommend that the Marshall Field and Company Building be designated as a Chicago Landmark.

Criterion 1: Critical Part of the City's History

Its value as an example of the architectural, cultural, economic, historic, social, or other aspect of the heritage of the City of Chicago, State of Illinois or the United States.

- The Marshall Field and Company Building was the flagship, and the first, department store of Marshall Field and Company, one of the United States' most historically significant retail enterprises and one of the most important to Chicago's economic history. The building is inextricably linked to the innovative retail practices and



A contemporary view of the visually distinctive Marshall Field and Company Building (left).

In 1930, Marshall Field and Company also commissioned the construction of another monumental Chicago building - the Merchandise Mart (below). The Mart was designed by the architectural firm of Graham, Anderson, Probst and White and was originally planned to house the company's wholesale business.



phenomenal commercial success of the company and Marshall Field, its legendary founder.

- The Marshall Field and Company Building, through its large scale and handsome architectural form and details, is the most historically prestigious department store building in Chicago and one of the finest such department store buildings in the nation.

Criterion 3: Significant Person

Its identification with a person or persons who significantly contributed to the architectural, cultural, economic, historic, social, or other aspect of the development of the City of Chicago, State of Illinois, or the United States.

- Marshall Field was the most significant individual Chicago merchant of his day and was regarded as the leading merchant in America. After having created the most successful wholesale dry goods business in the nation, he transformed his business into the largest department store in the world.
- The role that Marshall Field played in the development of mass retailing cannot be overstated. At the turn of the century, Field's firm was the largest importer in the United States and the largest single distributor in America.
- Known as the "Merchant Prince," Field created the most successful wholesale dry goods business in existence. He was also deeply influential in other businesses that established Chicago both as the rail hub of the nation and the financial center of America's westward expansion.
- Field's legacy lives on in his many philanthropic endeavors including the University of Chicago's Stagg Field and the Field Museum of Natural History in 1893, which was founded at the World's Columbian Exposition.

Criterion 4: Important Architecture

Its exemplification of an architectural type or style distinguished by innovation, rarity, uniqueness, or overall quality of design, detail, materials, or craftsmanship.

- The Marshall Field and Company Building is the "grand dame" of Chicago department store buildings. It is the most historically prestigious department store building in Chicago and one of the finest such historic department store buildings in the nation.
- The earliest portion of the Marshall Field and Company Building, the Marshall Field Annex Building (1892), is a distinctive example of the Italian Renaissance-style in Chicago, while the later portions of the building (built in stages from 1902 to 1914) are excellent examples of the Chicago style, with Classical Revival-style details.
- The Marshall Field and Company Building is distinguished by fine craftsmanship and use of materials, with handsome Classical Revival-style ornament, including its elaborate

portico featuring Ionic columns capped with an entablature and carved marble balustrades.

- The Marshall Field and Company Building also contains several important interiors, including the North State Street atrium and the Tiffany-domed atrium, first floor colonnaded interior and historic stairs, and the Walnut Room fountain court.

Criterion 5: Important Architect

Its identification as the work of an architect, designer, engineer, or builder whose individual work is significant in the history or development of the City of Chicago, the State of Illinois, or the United States.

- The Marshall Field and Company Building is a significant work by D.H. Burnham and Company, one of the largest and most influential architectural firms in the United States in the early 1900s.
- The South Wabash portion of the Marshall Field and Company Building, known as the Marshall Field Annex, is the work of Charles B. Atwood, an important architect working for D.H. Burnham and Company, designing some of the firm's most distinguished buildings.
- Along with the Marshall Field and Company Building, D.H. Burnham and Company also designed several other significant Chicago commercial buildings, including the Fisher Building (1907), the Heyworth Building (1904) and the Reliance Building (base 1890, upper stories 1894-95), all designated Chicago landmark buildings.

Criterion 7: Unique Visual Feature

Its unique location or distinctive physical appearance or presence representing an established and familiar visual feature of a neighborhood, community, or the City of Chicago.

- The Marshall Field and Company Building is a visually dominant building complex covering the entire downtown city block bounded by State Street, Wabash Avenue, and Randolph and Washington Streets and a major presence on State Street, Chicago's premiere retail street, and the heart of the Loop.
- The Marshall Field and Company Building's best-known icon, its pair of Great Clocks, is immediately recognizable to Chicagoans and visitors. A popular meeting place for over a century, people regularly gather on the sidewalks below the Great Clock at the corner of Washington and State Streets. Celebrated by the noted American artist, Norman Rockwell in 1945 on the cover of the *Saturday Evening Post*, Marshall Field's clocks have become great Chicago icons.

Integrity Criteria

The integrity of the proposed landmark must be preserved in light of its location, design, setting, materials, workmanship and ability to express its historic community, architectural or aesthetic interest or value.

The building retains excellent physical integrity, displaying through its siting, scale and overall design its historic relationship to the surrounding area. Still serving its original purpose, the Marshall Field and Company Building shows relatively little exterior alteration and possesses an interior that retains a substantial amount of original features.

The cornice on the 1902-14 sections of the building was removed in 1947. Metal canopies over the Washington and Randolph entrances were installed in the c.1950s. Over the years changes to the selling spaces of the State Street store have been undertaken. However, the enormous volume of space of the first-floor sales areas in the building's State Street and 1914 Wabash Avenue additions, including columns with elaborate Corinthian capitals, remain intact.

In 1992, a new atrium was built over what was Holden Court, the small utility street that separated the Wabash from the State Street side of the store. With regards to the Walnut Room, the volume of the original multi-story space above the central dining room has been reduced by one story, and the ceiling lowered. The room's historic character is still maintained and expressed through its finishes and courtyard atmosphere.



Above: A contemporary view of the Marshall Field and Company Building from State and Randolph Streets.

SIGNIFICANT HISTORICAL AND ARCHITECTURAL FEATURES

Whenever a building, structure, object, or district is under consideration for landmark designation, the Commission on Chicago Landmarks is required to identify the “significant historical and architectural features” of the property. This is done to enable the owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.

Based on its evaluation of the Marshall Field and Company Building, the Commission recommends that the significant features be identified as those incorporated in the Commission’s final landmark recommendation to City Council for the Marshall Field and Company Building.

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Above: For generations, Chicagoans have met under the Marshall Field's clock. The well-known meeting spot at the corner of Washington and State Streets is seen here in 1947.

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